



2016 State of Mobile Money in West Africa





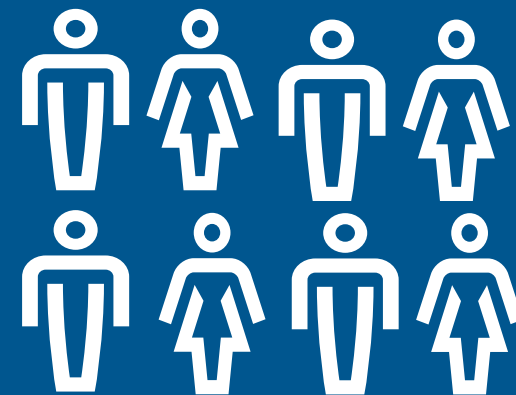
Mobile money in West Africa has come a long way since 2011...

The number of live mobile money services **more than doubled** in the last 5 years

57 services in 15 countries



25 services in 11 countries



30 new mobile money accounts were registered **every minute** in the past five years

There are more than 3 times as many mobile money subscribers (92m) as Facebook subscribers

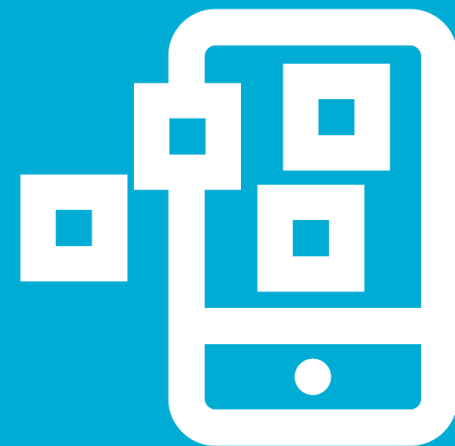


Account activity has improved rapidly, nearly doubling from 16% in 2011 to 31% in 2016



... showing clear signs for success

10 out of 15 countries have more registered mobile money accounts than mobile broadband connections



West Africa makes up **1/3** of all active accounts in Sub-Saharan Africa today, compared to less than 10% five years ago



Agent networks grew quickly, reaching **471 k** today in West Africa.

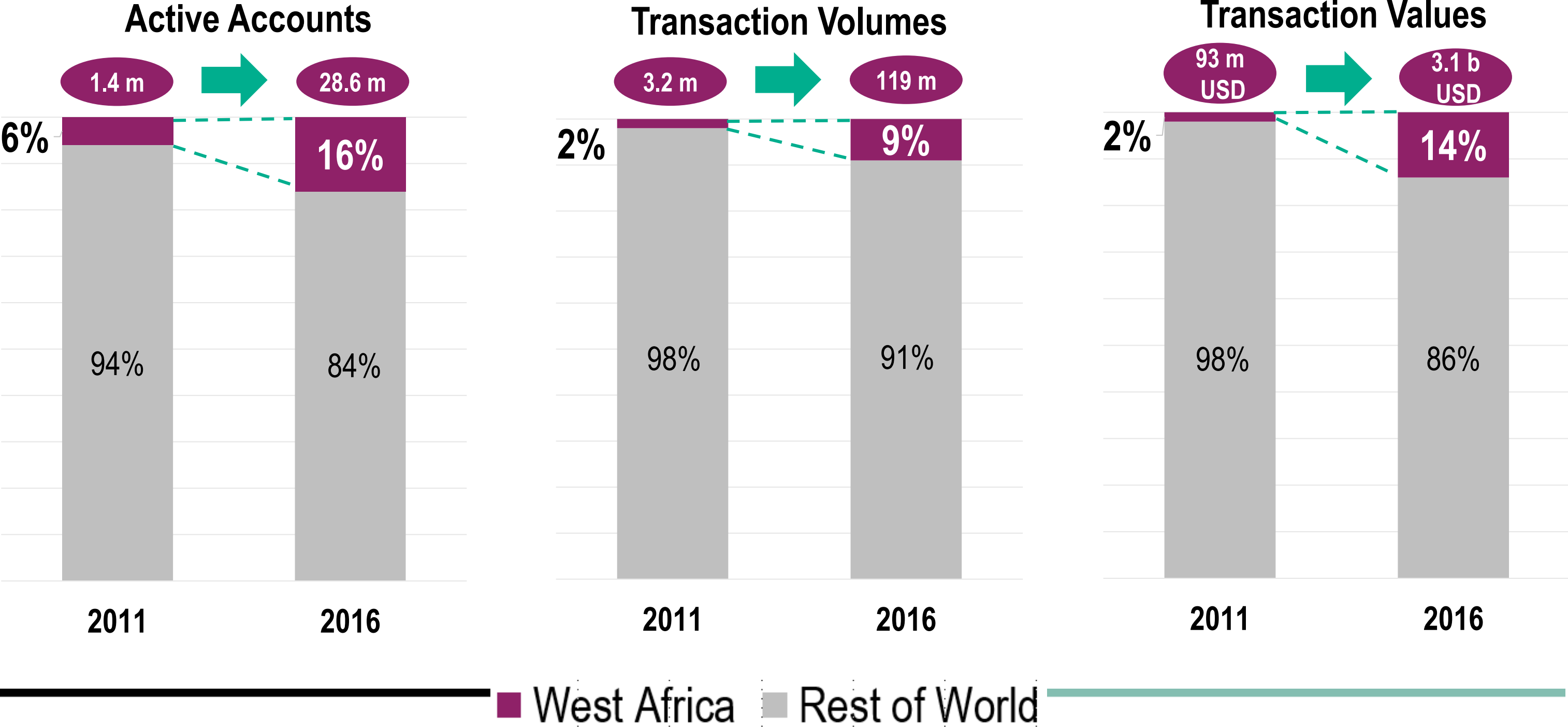


13 out of 15 countries have enabling regulation, allowing both banks and non-banks to offer mobile money





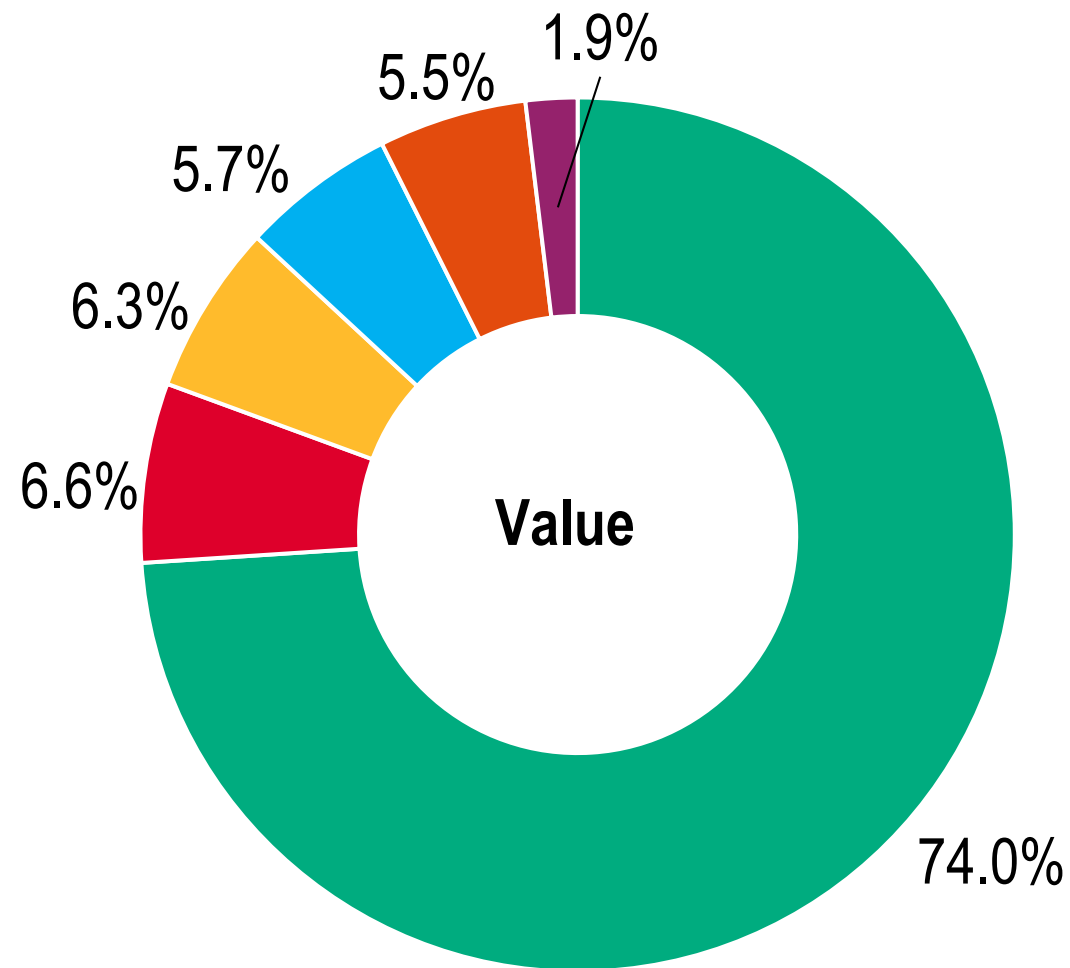
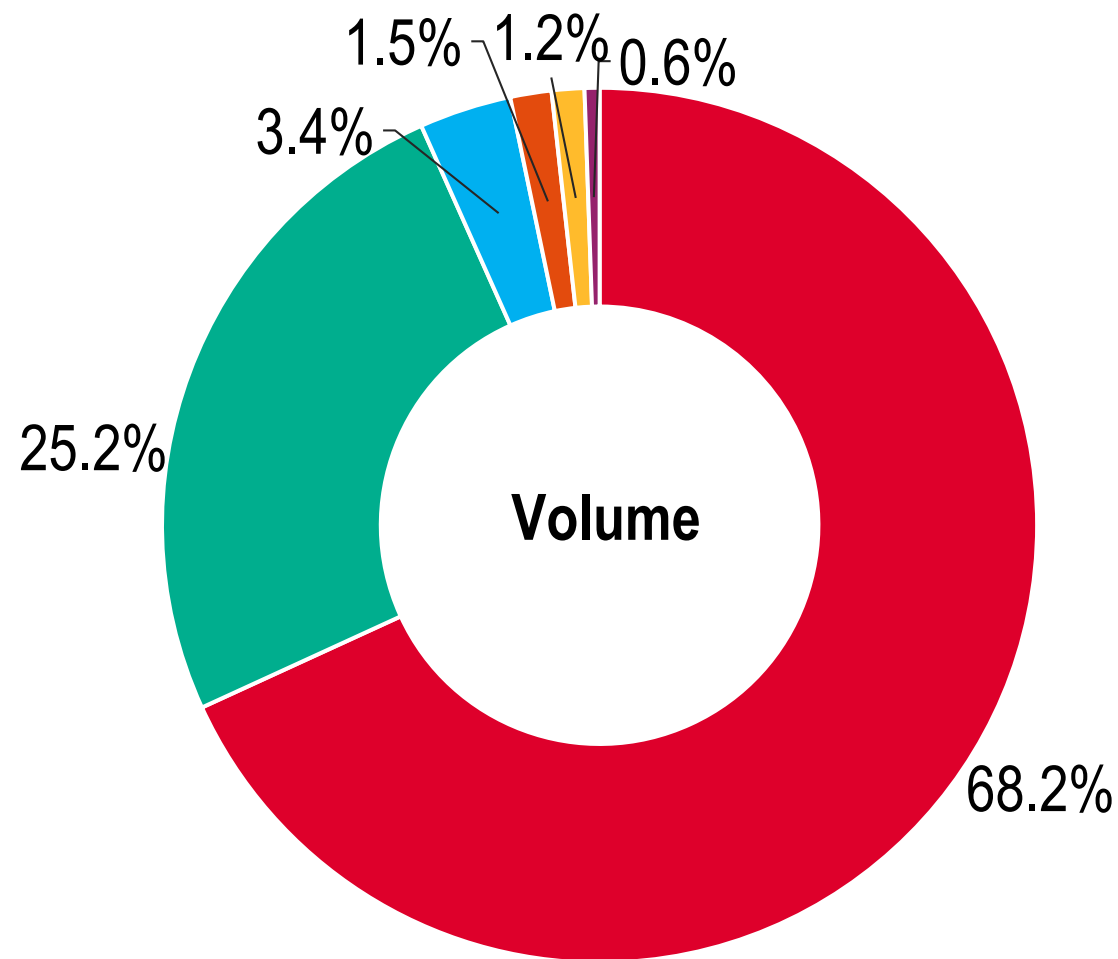
West Africa's share of global customer accounts, transaction volumes and values has grown significantly since 2011...





... but, mobile money in the region is still dominated by basic use cases...

West Africa Product Mix, December 2016



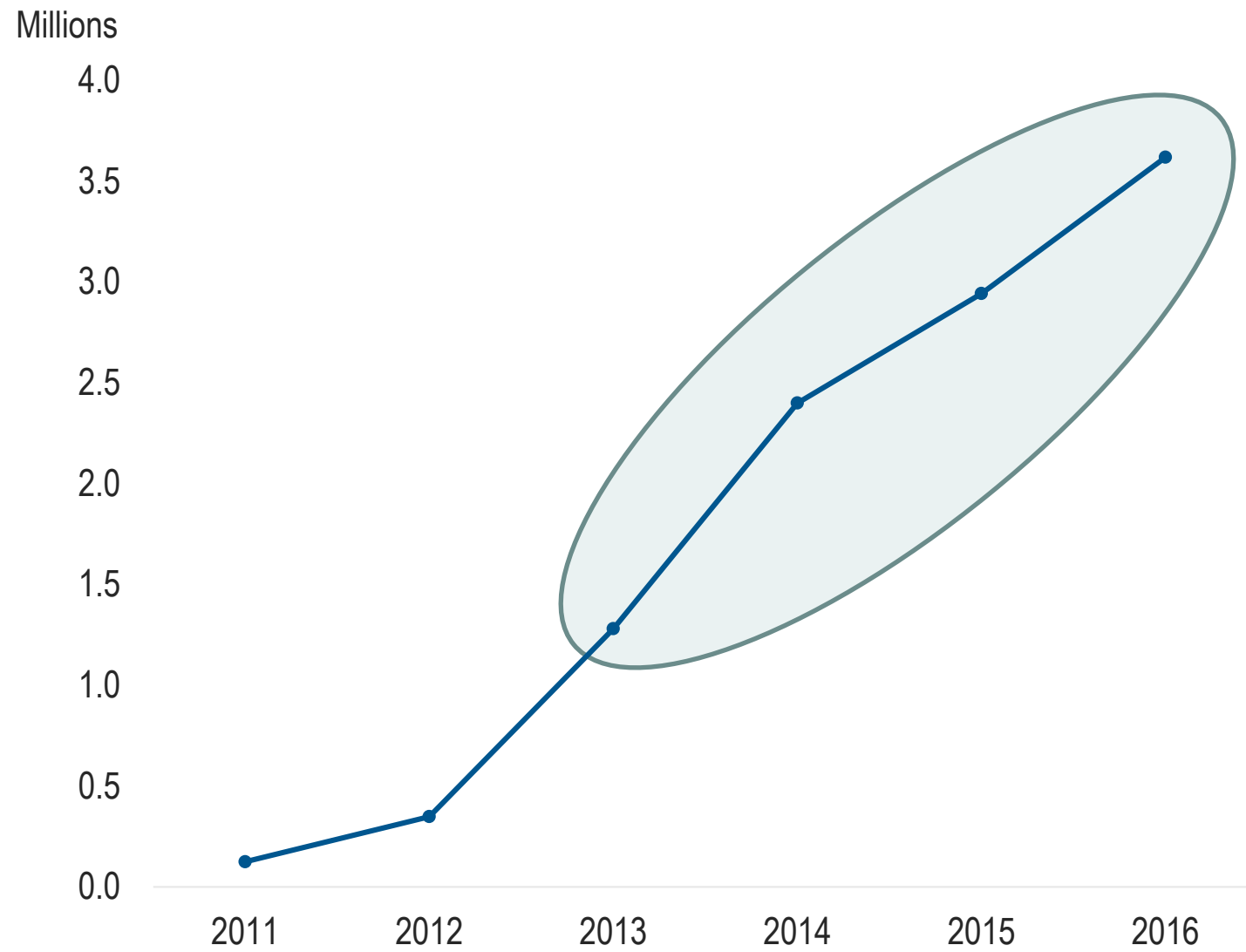
- Airtime top-up
- Bill payment
- International remittance
- P2P transfer
- Merchant payment
- Bulk disbursement

Nearly **3/4** of the total volume and value of transactions are **airtime top-ups** and **domestic P2P transfers** respectively.

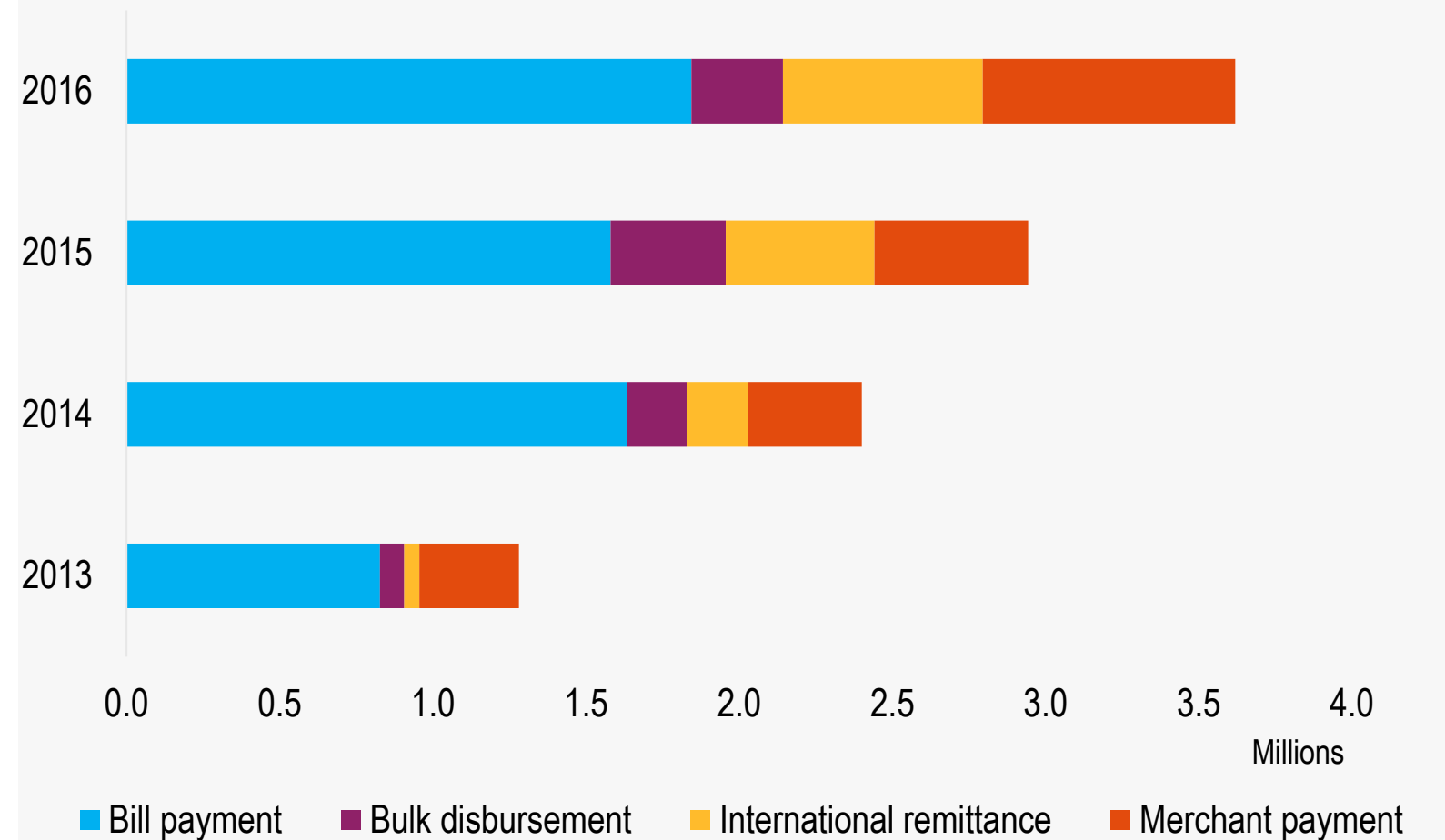


...however, customers are gradually adopting more sophisticated products

Ecosystem Transactions Volumes



Ecosystem transactions tripled between 2013 and 2016, driven by bill payments





Strong innovation by payments providers is helping to digitise 'everyday' payments...

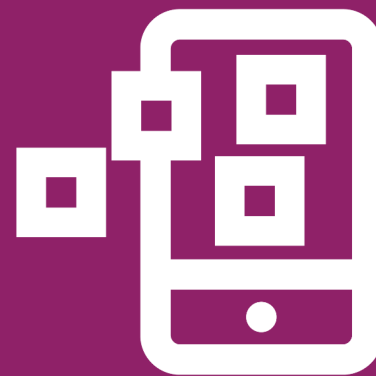
Partnerships for **bill payments** in the region **increased seven-fold*** in the past year



50% of GSMA survey respondents from the region facilitate **government payments**, up from only **27%** last year



Third party partnership is a strategic priority for **70%** of GSMA survey respondents in the region



Collaboration between providers across borders is booming, **23 live international remittances corridors** in West Africa connecting **10 countries**

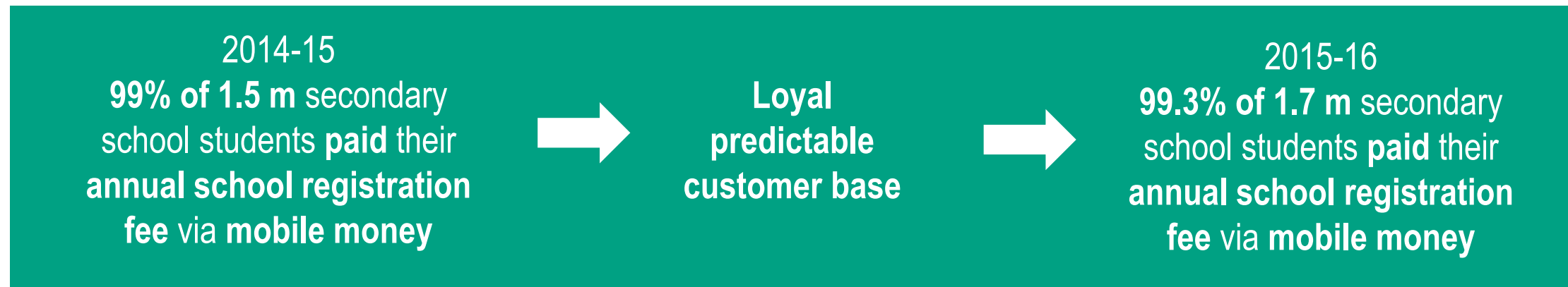




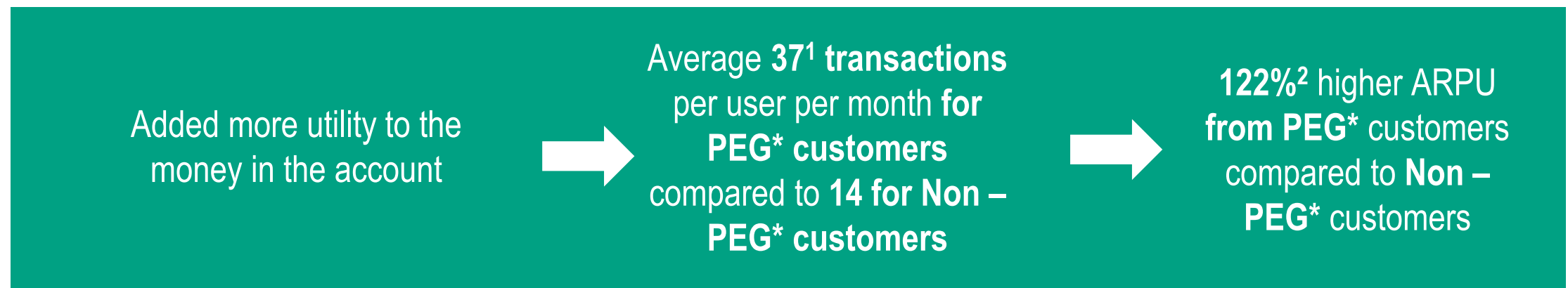
... but achieving scale means focusing on offering customers the right products



CÔTE D'IVOIRE
Orange-enabled
School Fee Payment



GHANA
Tigo-enabled
Utilities Payment



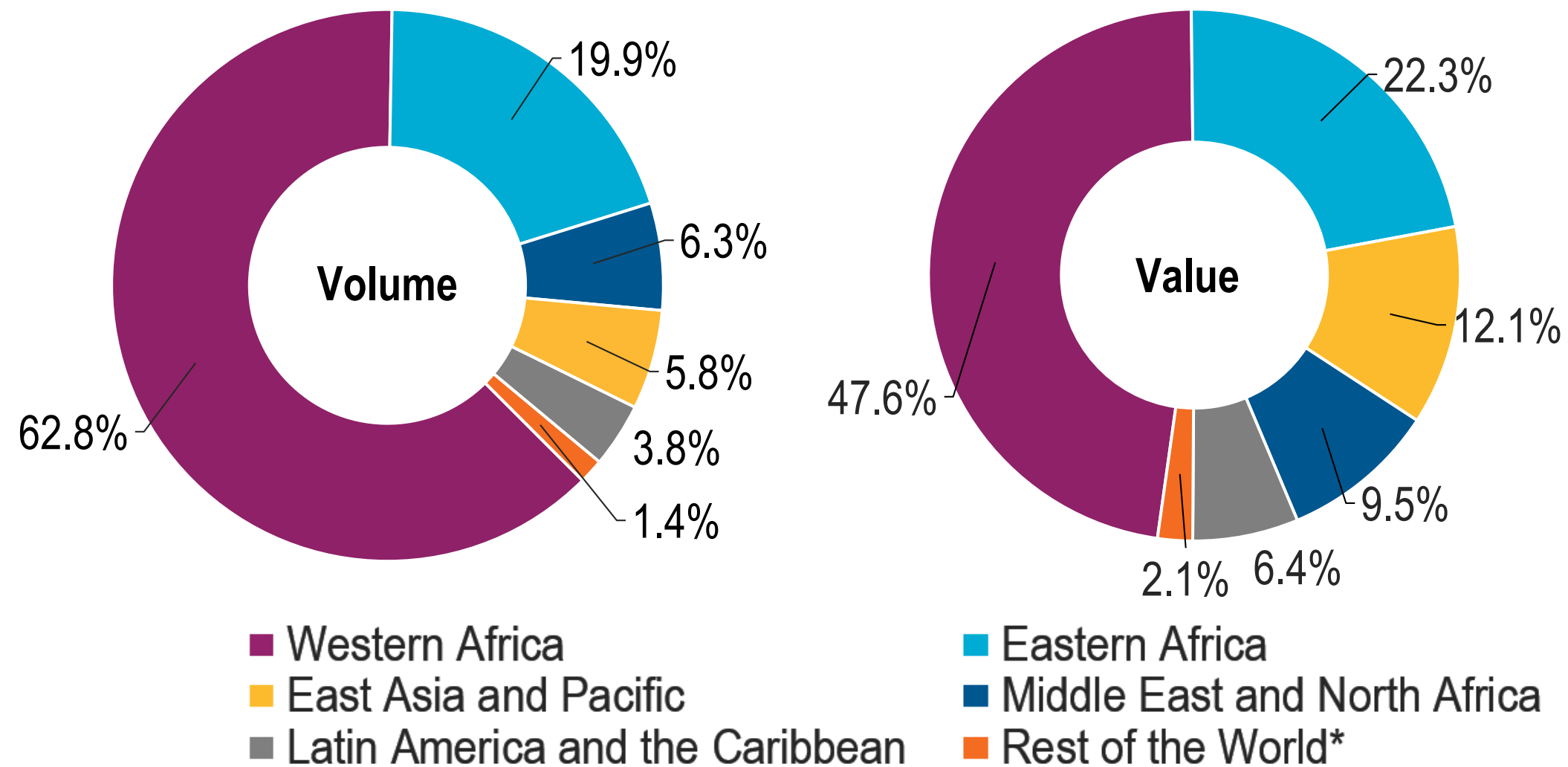
*PEG is a Pay-as-you-Go solar system company providing electricity in Ghana that enables customers to make electricity payments through Tigo Cash

1. Transactions include transfers, Payments, Login, Cash-out, Cash-in, Buy, balance
2. ARPU for Transfers, Payments and Cash-outs only
Source : CGAP



Mobile money enabled international remittances have taken off in West Africa...

International remittances by region, December 2016

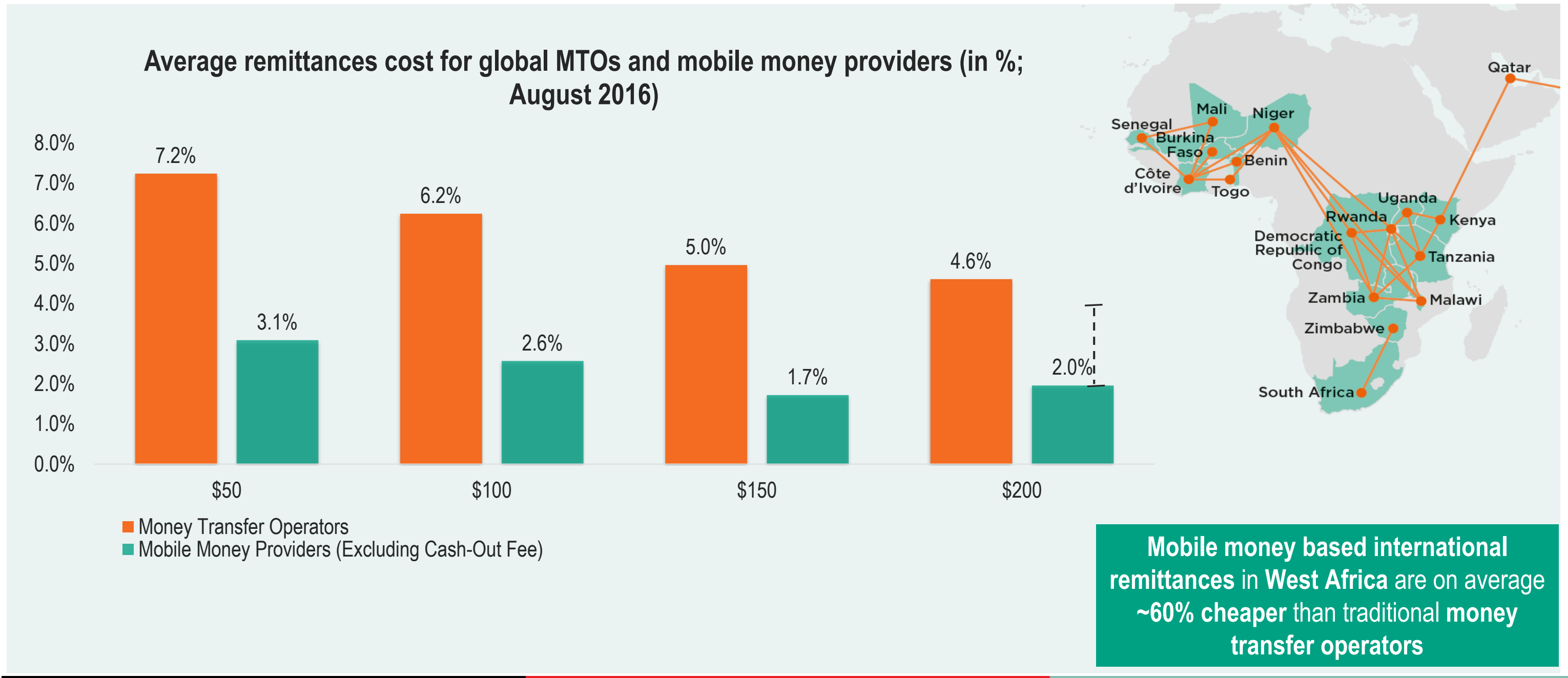


4 out of 10 services globally, with the highest IR transaction value are in West Africa

*'Rest of the World' includes Middle Africa, South Africa, North Africa and Caribbean, South Asia, Eastern Europe and Central Africa



... driven by low prices and strong cross-border collaboration amongst mobile money providers





Priorities for future success of mobile money in West Africa...



OPERATIONAL FOUNDATIONS

50% of the agents in the region are dormant



INNOVATION & ECOSYSTEM EXPANSION

Only 3% of the total transactions in Dec 2016 were third party transactions



WOMEN

Still a significant 25% gender gap* in mobile account** ownership in the region



ROBUST INVESTMENT

54% of the respondents from the region maintained or increased investments in 2016

* Gender Gap = [Mobile Account, males (% , population - age 15+) – Mobile Account (% , population - age 15+)] / Mobile Account, males (% , population - age 15+), Source: World Bank

**Mobile account denotes the respondents who reported personally using a mobile phone to conduct an ecosystem transaction through a mobile money service in the past 12 months.